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Network News

A News Update For **Nintendo** Servicers

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Field Service Web Site

By Dean O'Connor

We are currently working on a Field Service web site. This site will contain procedures, price lists, bulletins, common questions, etc. This will be a great resource for our servicers because it will provide quick access to the guidelines manual and any updates on new procedures and part numbers. If you have access to the Internet, you will find this to be a valuable resource! We should have this site up and running within the next month or so. If you are interested in beta testing this site, please send an e-mail to deanoc@noa.nintendo.com. We will select participants on a first come, first served basis. Give us a call if you have any questions or suggestions about this. Your feedback is important to us!

Atomic Purple Controller

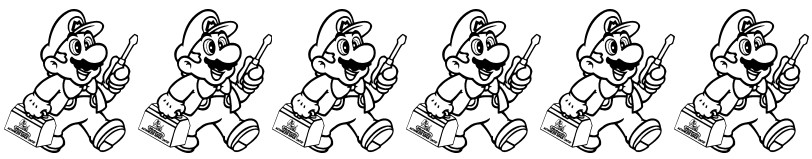
By Dean O'Connor

The Atomic Purple controller (part # 38906) is now available for warranty and non-warranty replacement. The cost to the servicer is the same as all other N64® controllers ($21.50). Since this is still a limited edition color, each replacement must be special ordered and sent directly to the consumer's home. NOA will upgrade all Atomic Purple orders to UPSBLUE (2nd day air) at no extra cost to the servicer.

Adult Signature Required

By Michael Hughes

Anytime Nintendo product is shipped "Direct To Customer" (DTC), we now require an adult to sign for the package. We are placing an "Adult Signature Required" sticker on all DTCs. This will ensure that packages are delivered eliminating the need to re-ship product that was left at the door but never received. This should eliminate frustrated customers contacting you regarding the lengthy turnaround time. So, make sure that when setting up a DTC shipment on the customer's behalf, either to their home or office, to explain that an adult must sign for the package in order for it to be delivered. UPS drivers will make three attempts to deliver the package before they return it to Nintendo.



It Ain't Easy

By Dru Jordan

Working in the safe confines of the headquarters of a manufacturer like Nintendo of America, it's sometimes easy to grow complacent and expect that all businesses operate like the one for which we work. At Nintendo, our responsibilities are clearly defined. Many people specialize in a distinct area of their expertise and resources are available if the benefits are cost justified. While staff members are responsible people, it ultimately is someone else's money. Knowing how important it is for me to maintain my compassion for the independent business owner, I went on a visit to a local repair center and that's where I was reminded that "it ain't easy!"

One of the Field Service Administrators and I met with one of our local service providers. On a tour of his facility he introduced us to his staff, regularly expressing his appreciation for the role each individual plays. He spoke about the evolving service industry and the challenges with which he's faced. His conversations were peppered with references to finding more and more efficiencies to remain competitive so he may be awarded more service contracts. His mind raced with ideas and avenues of untapped potential, but yielded to reality as we passed the area designated for the Power Wheels. As he spoke about his long term vision, he used terms that made me see in no uncertain terms exactly where his organization is going and how long it would take to get there. He was completely consumed by his business, which reminded me, "It ain't easy."

I intend to continue these visits, taking Field Service Administrators with me whenever I can. I found it valuable to be reminded of the real world where time and resources are always limited; where the pressure to stay in the black necessitates a great deal of focus, time and energy. Having the real world perspective shared with us helps our organization focus on how we can better serve you and hopefully making your job a little easier. If you have feedback that would help Nintendo become a better corporate citizen, please contact me. You can send an e-mail message to Dru@noa.nintendo.com or leave a voice mail message at (800) 633-3236 ext. 2278. ⌫

Game Boy Color

By Luther Smith

On May 3, 1999 Nintendo will re-stage the launch of Game Boy Color with the release of four new fashion colored housings. The four new colors are 1) Berry (Magenta), 2) Kiwi (Lime green), 3) Dandelion (Yellow) and 4) Teal. In addition, the two existing purple housings will be re-named. The clear purple will now be Atomic Purple and the dark purple will change to Grape.
* Please note: Like the original Game Boy Color units, the new colors are newly released items and are limited to in-house repair until further notice. ⌫

ADVERTISING FUN!

By Lynnette Geltz

"The dollar bills the customer gets from the tellers in four banks are the same. What is different are the tellers."

Source: Communication Briefings

Advertising Tips

Avoid making these mistakes when preparing ads:

1. Forgetting to include a reason for reading. Don't give your audience a reason to stop reading before they get started.

   Ask: "Am I offering an incentive for reading my message?" If not, rewrite.
2. Using headlines that don't excite readers. Readers will skip a message if the headline fails to address their needs.
3. Trying to be clever. People may remember your cleverness but will probably forget your product.

REMINDER

Advertising Claims are due no later than May 31, 1999 for the period April 1, 1998 through March 31, 1999. They must be received within 60 days after your promotion. Mail your claims to Lynnette Geltz or fax them to her at (425) 558-7129.
She wants to send you $$$, so start sending them in NOW.

"Display" Your Service!!

Exciting news! We now have available, on a rotating loan basis, two Nintendo® 64 (N64) Display Housing Units. They are available for interactive game play to be used by consumers at your local promotional events, mall shows, festivals, etc. You will need to provide a 13 inch or 20 inch TV, the control deck and controllers. We will lend you one or two appropriate games. The units were tested in the field at two mall shows. Guess what? They were a success!

If you would like to reserve a display unit for a specific event, call Lynnette Geltz at 1-800-447-8373 and she will place your name on the reservation list. Once one becomes available, you will receive a letter that must be signed prior to the shipment of the unit to you. Below are two Servicer success stories:

Jim Balakonis of R.T. Grim Company, Camp Hill, PA, said their Auto and Boat Show (January 27-31) was a huge success. They constructed a 6 foot by three foot wide metal shelf; covered it with plush blue cloth for the display stand; used a 20 inch TV with a N64 control deck and two controllers. Nintendo provided two N64 games. Jim said, "The display was an incredible draw to our booth." He estimated their Nintendo repairs increased 45% and they continue to receive repairs from consumers who saw the show display.

Mark Altice of Prescom Electronics, Inc., Ogden, UT, said it was EXCITING at their Home and Garden Show (March 5-7). Mark said they "felt their booth offered an exciting way to learn more about their business. Customers new and old were entering a Nintendo Contest for prizes furnished by Nintendo. Putting the N64 in front for all to see created a great deal of interest."

A Teaser --- Coming SOON!

Super NES® Interactive Display Unit

Would you like an interactive display unit that you can place permanently in your front lobby?

Nintendo Field Service® expects to have a limited supply of Super NES Interactive Display Units available for sale this Spring. It is a display unit you could use all year round. It will accommodate either an N64 or Super NES control deck and two controllers. Your Advertising Coordinator is currently negotiating on the number of units and cost.

Authorization for you to purchase a current game title available for use in the interactive display unit is in process.

You will be notified when these items are available. Your co-op Advertising Matching Funds may be used toward the purchase of these items.

Stay tuned and watch for more information to arrive at your service location soon.

Enhancements to the Monthly Statement

Thank you for your suggestions with regard to updating the monthly statement you receive from Nintendo. An insert was included with the March 1999 statement explaining the enhancements. More enhancements are expected to be added in Fiscal Year 2000.

If you have any questions about your statement, do not hesitate to call Erwin Padriga, your Finance Department Credit Analyst at (800) 633-3236 Extension 2181.

Planning a Contest?

If you'd like to include Nintendo in your contest, call Lynnette Geltz at 1-800-447-8373. She may have some games and other free items available for you to give away. Quantities are limited; however, she will do what she can to accommodate you with your promotion. Don't forget to file an Advertising and Promotions claim if you have other expenses and have included Nintendo in your promotion. You are entitled to 50% co-op Advertising Matching Funds as long as you have co-op funds available.

Excitement Pops Up in May!

Approximate size, 10" by 6"

Field Service developed this label to use in conjunction with retail posters that you will have the opportunity to receive at little or no cost. The retail posters are to be used to promote your Nintendo repair service. More details about poster quantities and cost will be sent to you in April.

Have Co-Op Advertising Matching Fund questions or need assistance with your promotional activity?

Call Lynnette Geltz, your Advertising Coordinator, at (800) 447-8373 or send a fax to (425) 558-7129.

Year 2000 Compliance

By Luther Smith

On February 22nd of this year, our Year 2000 Compliance Committee sent out the second of two questionnaires asking specific questions about Year 2000 and whether your business has made plans for it.

Our system shows that to date more than half of our Authorized Service Centers have not responded. The questionnaires were sent to determine if you use computers in your business. If you do use computers, have you taken the necessary steps to ensure that they will not crash or have problems that will cause interruptions in communication or service to our mutual customers?

If you have not yet responded to or have not received your questionnaire, please fill out the following survey and fax it back to us at 1-425-882-3585 Attn.: Sherrie Jolliffe. If you don't use a computer in your business, please write that on the survey and fax it back to us.

1. Have you initiated a Year 2000 Compliance program?
   Yes ❑ No ❑

2. Have you completed a formal inventory of all systems (e.g. applications, networks, PCs, servers, mainframe hardware, etc.) requiring Year 2000 modifications?
   Yes ❑ No ❑

3. Do you have an accepted plan to address all modifications identified by your inventory?

   Answer:_____

4. When will you complete Year 2000 Compliance modifications?
   Yes ❑ No ❑

5. When will you complete testing of Year 2000 Compliance modifications?

   Answer:_____

6. Have contingency plans been developed to cover potential system failures related to Year 2000?
   Yes ❑ No ❑

7. Have you contacted your vendors/suppliers to ensure they are Year 2000 ready and will provide uninterrupted service?
   Yes ❑ No ❑

8. What estimated percentage of your Year 2000 modifications and testing are complete?

   Answer:_____